

PHILIP MORRIS U.S.A.

INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y. 10017

**TO:** Jim Raporte  
**FROM:** Natalie Ellis  
**SUBJECT:** Milwaukee Blitz Focus Groups

**DATE:** August 7, 1991

Focus groups have been scheduled for August 21 with men 21-30 who participated in a Marlboro Blitz event. One group will be with Marlboro smokers and the other with competitive brand smokers. The groups will start at 6:00 and 8:00 P.M. Bette Levine will be moderating.

Consumer Pulse  
Grand Avenue Mall #3004  
275 W. Wisconsin Avenue  
Milwaukee, WI 53203  
(414) 274-6060

**Directions from Airport:**

Follow signs for 94 DOWNTOWN MILWAUKEE do not take 894 . Continue on 94 North into the city, approximately 15 minutes. The skyline will be on your right. Exit at 794 EAST and stay in the extreme right lane. Go one-half mile to first possible exit PLANKINGTON AVE. Follow Plankington Ave as it curves to the left. You will come to a stoplight under the freeway. The GRAND AVENUE PARKING RAMP will be one block ahead of you on the left. Marshall fields will be in front of you on the right. Try to PARK ON LEVEL 3 in the lot. When you enter the mall you will be across from Consumer Pulse. They are on the second level of the Plankington Arcade section of the mall.

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